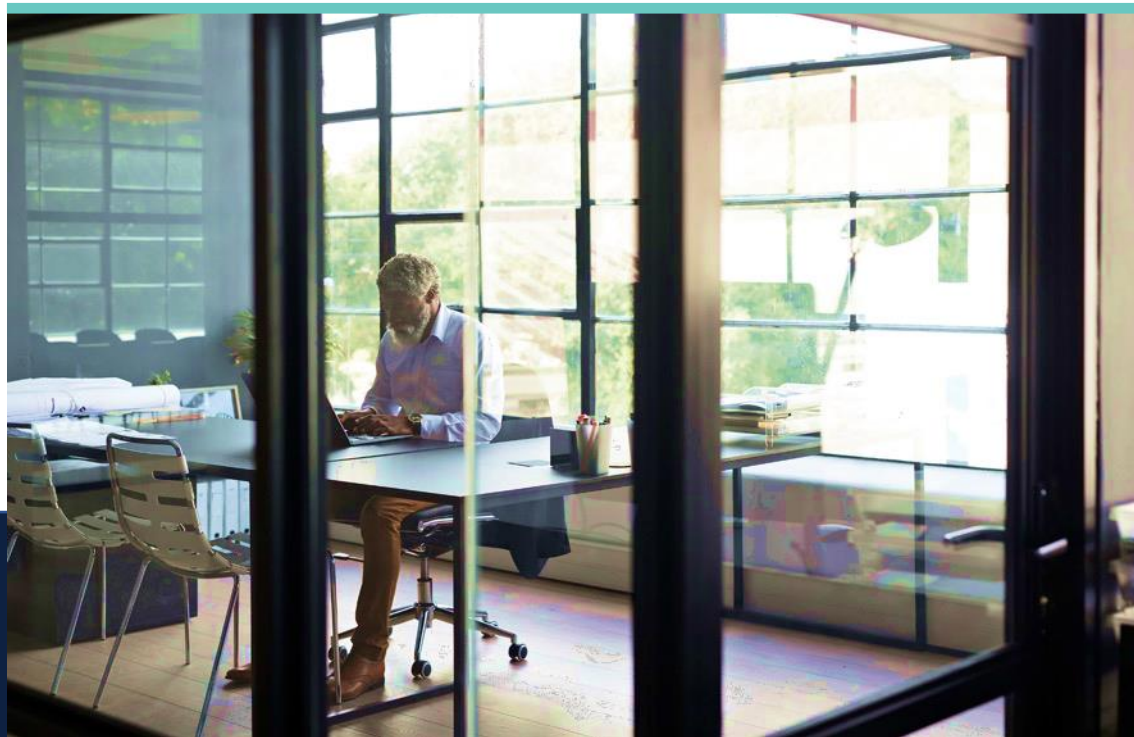


mezmo

TELEMETRY DATA STRATEGIES

SUMMARY RESULTS



MAY 2023

WHO DID WE SURVEY?



Between March and April 2023, Gatepoint Research invited selected executives to participate in a survey themed *Telemetry Data Strategies*.

Candidates from several industries were invited via email and 100 executives have participated to date.

Management levels represented are all senior decision-makers: 32% hold the title CxO or are VPs, 13% are directors, 26% are senior managers, 29% are software or network engineers.

100% of responders participated voluntarily; none were engaged using telemarketing.

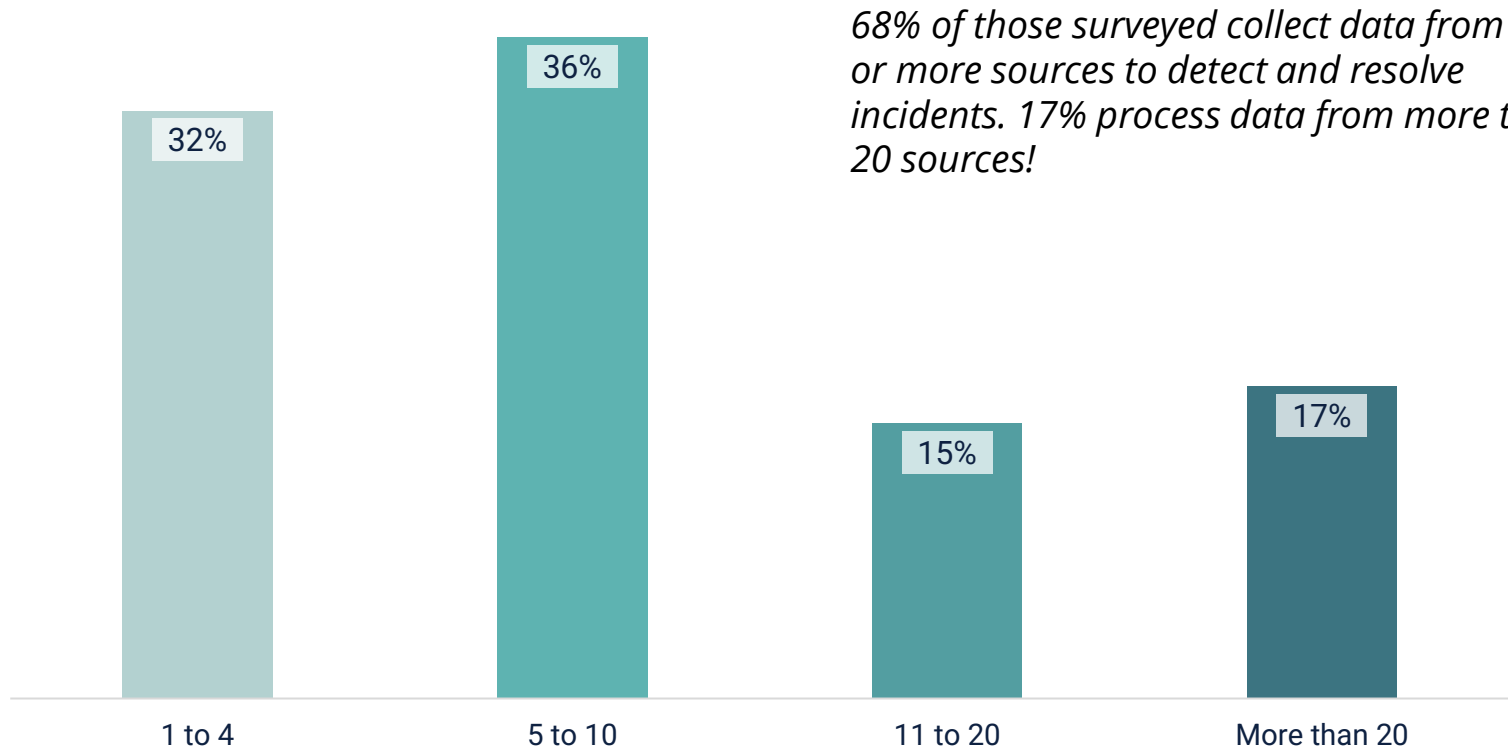
EXECUTIVE SUMMARY

Telemetry data (logs, metrics, traces) is essential for ensuring the performance and reliability of the applications and infrastructure vital to any business. But making that data available to those who need it takes work, say 73% of respondents. Some of the top challenges respondents shared are an excess of data and tools that don't interoperate. What are organizations doing to cost-effectively and efficiently use their telemetry data?

This survey asks

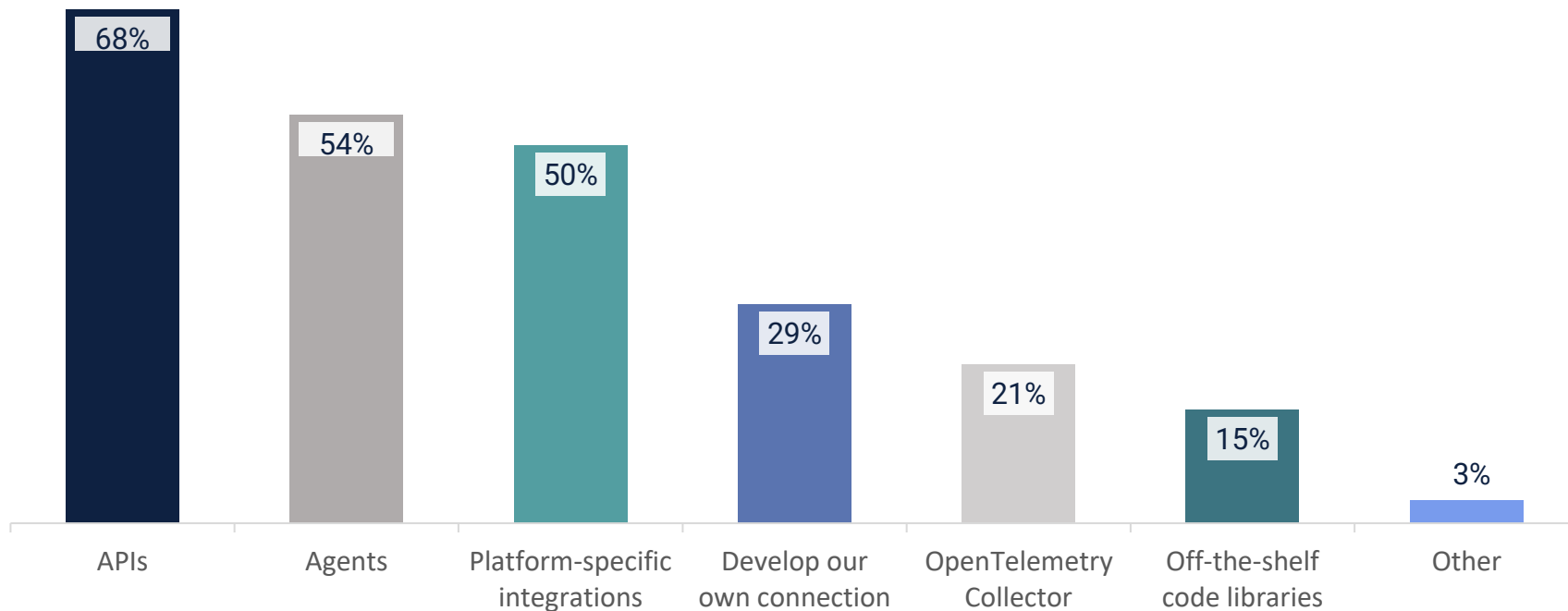
- How are you managing your telemetry data today? What challenges do you face?
- How many data sources do you use? How do you add new data sources for observability?
- How would you like to control spending?
- How would you like to control and manage your telemetry data better?

How many different data sources do your teams rely on to detect, troubleshoot, and/or resolve incidents?



68% of those surveyed collect data from five or more sources to detect and resolve incidents. 17% process data from more than 20 sources!

How do you add new data sources for observability platforms?



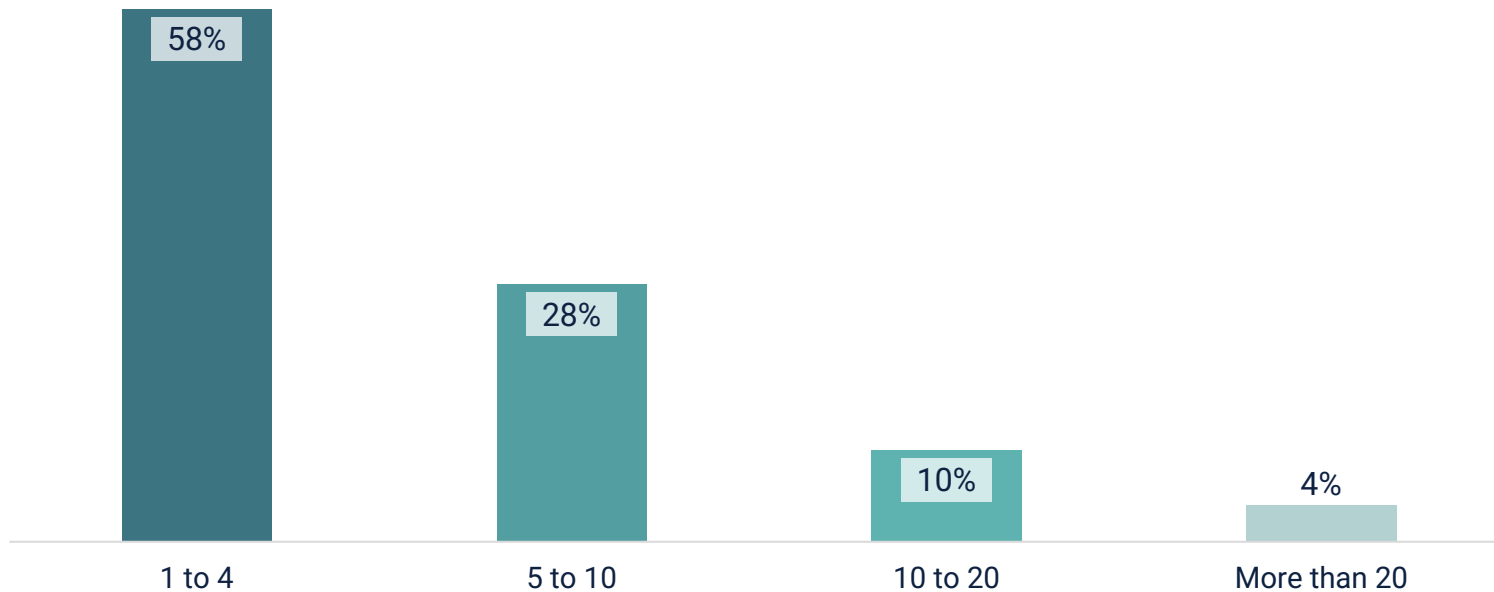
Most respondents use APIs (68%) and/or agents (54%) to integrate data sources such as logs, metrics, and traces from different applications or systems into their observability tools or platforms. The third most common method, used half of respondents, is platform-specific integration..

Summary Results | May 2023

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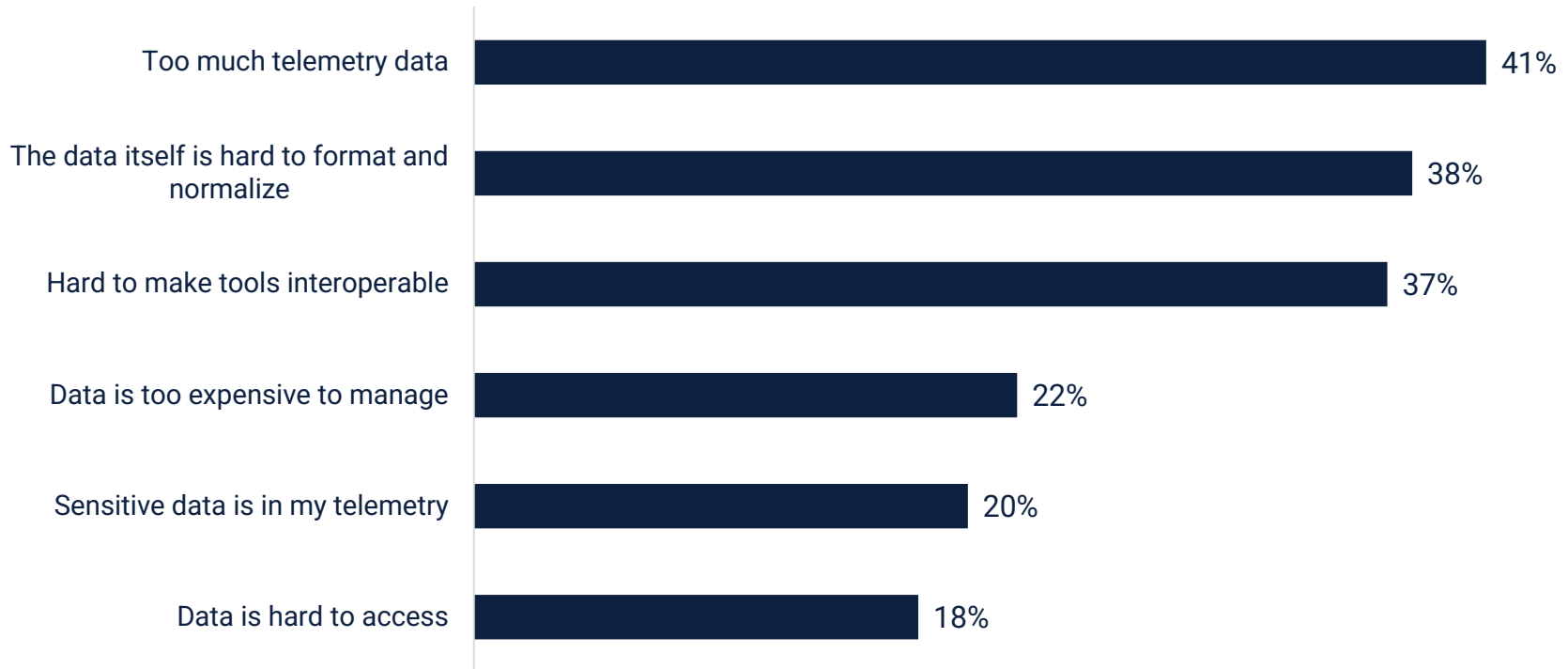
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How many observability tools or platforms are you using?



The many requirements associated with observability require most respondents to rely on multiple tools, up to four for 58%, and as many as 20 for 38%. A few respondents admit their observability efforts span more than 20 tools!

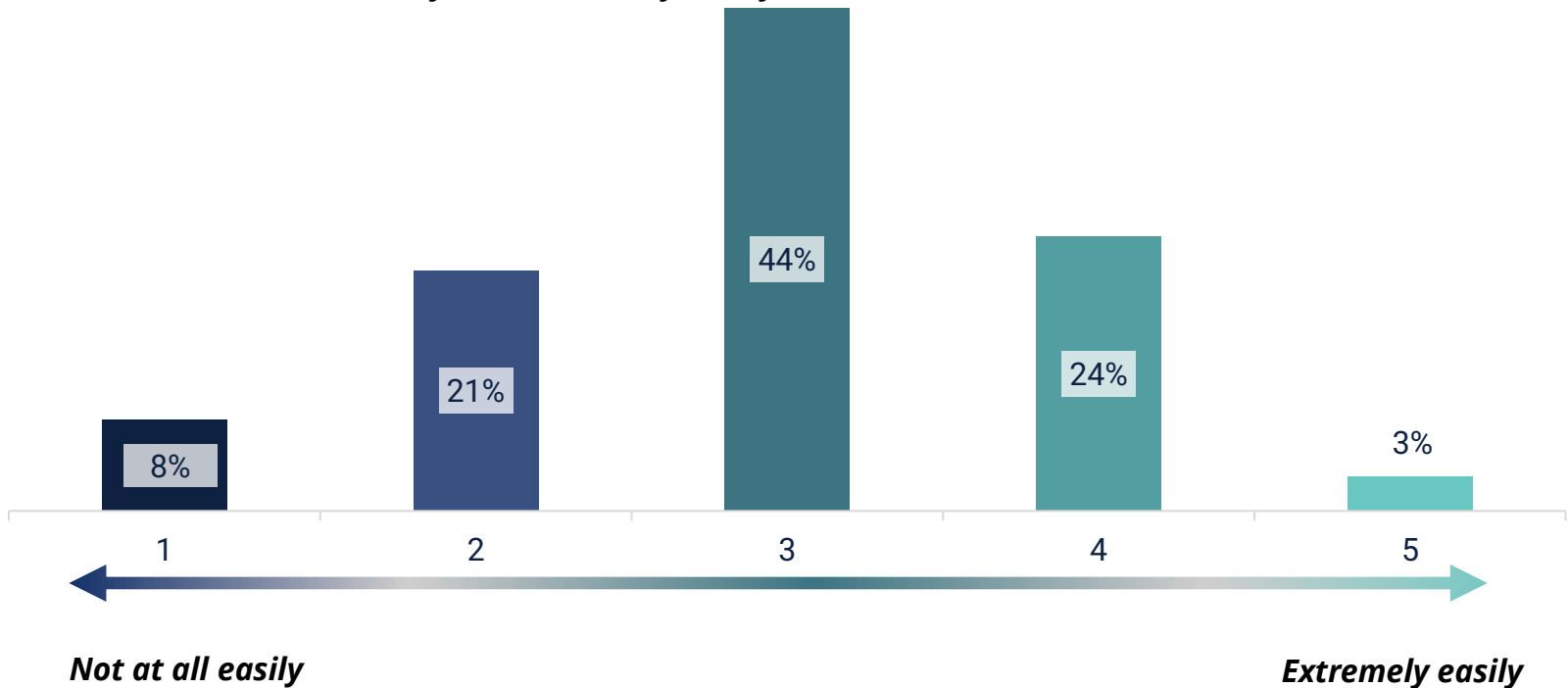
Do you have any problems managing your telemetry data today?



Respondents identify the top three challenges of managing telemetry data as having too much data, data that is difficult to format and normalize, and tools that don't work together in a coordinated and cohesive manner.

How easily can you make data available to different teams?

(Rate 1 to 5: 1 = not at all easily, 5 = extremely easily)

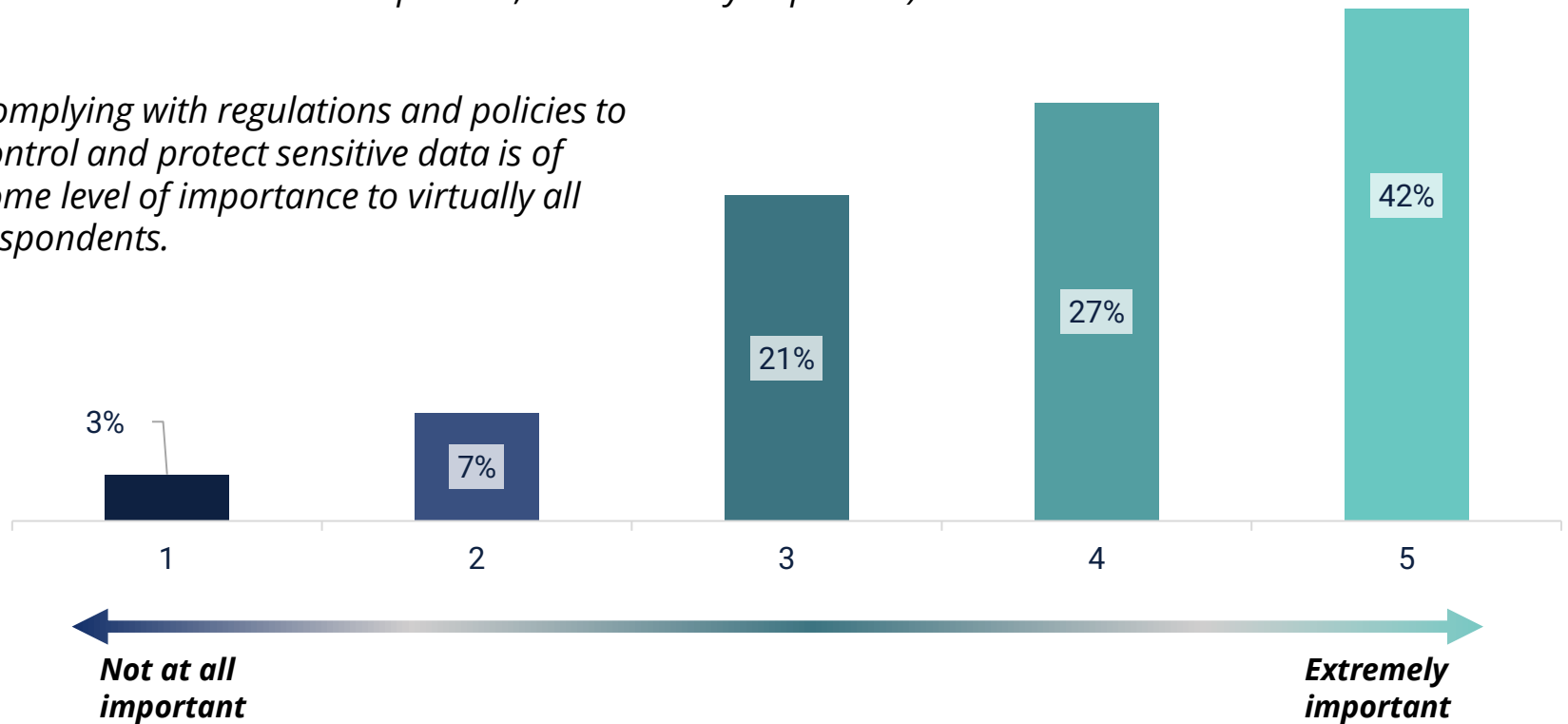


Making data to all the teams who need to use it is not exactly a walk in the park for most respondents. 97% hesitate to rate their process “extremely” easy.

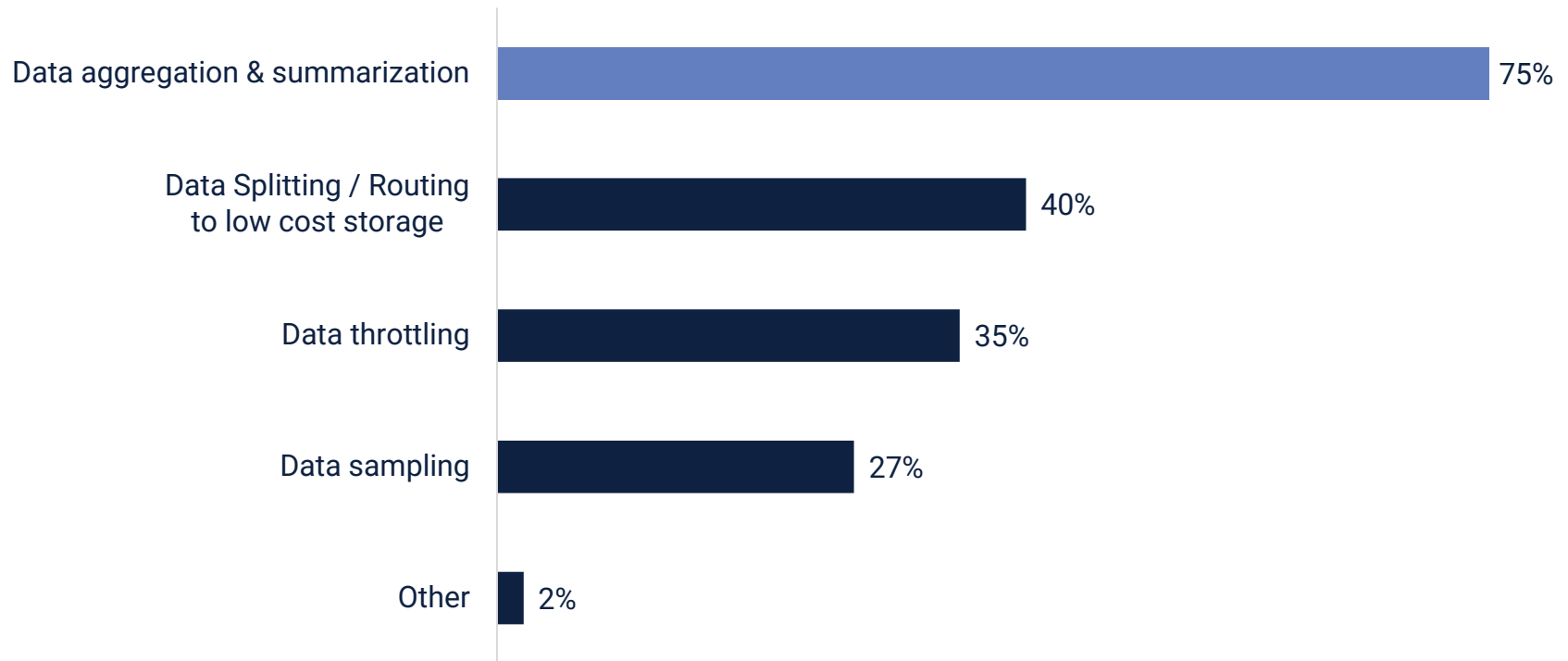
How important is it to ensure compliance and manage sensitive/PII information in your telemetry data?

(Rate 1 to 5: 1 = Not at all important, 5 = Extremely important)

Complying with regulations and policies to control and protect sensitive data is of some level of importance to virtually all respondents.

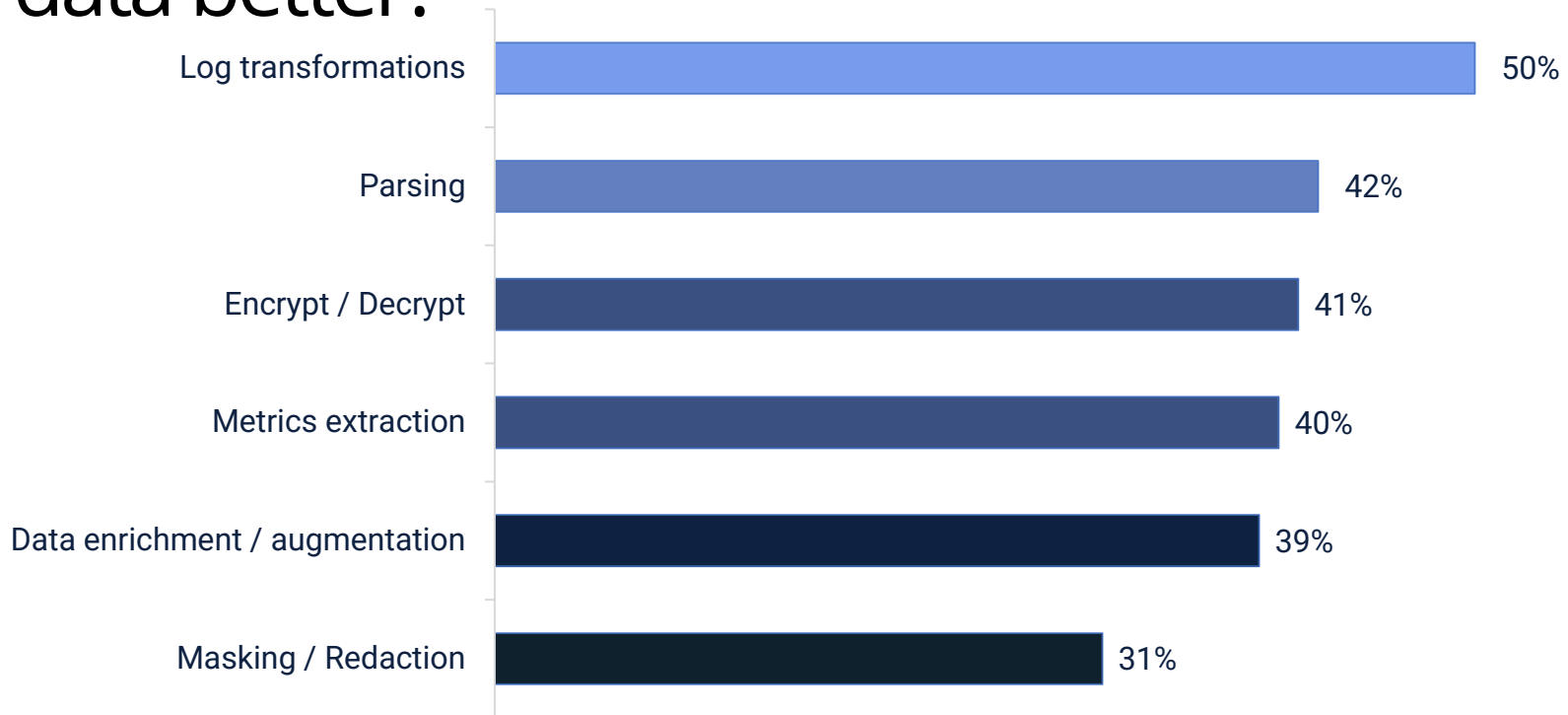


What features are most interesting to you to help control spending?



Aggregating and summarizing data to increase resource efficiency and make more informed spending decisions is far and away the first choice to control costs among respondents.

What are some transformations you would need to control and manage your telemetry data better?

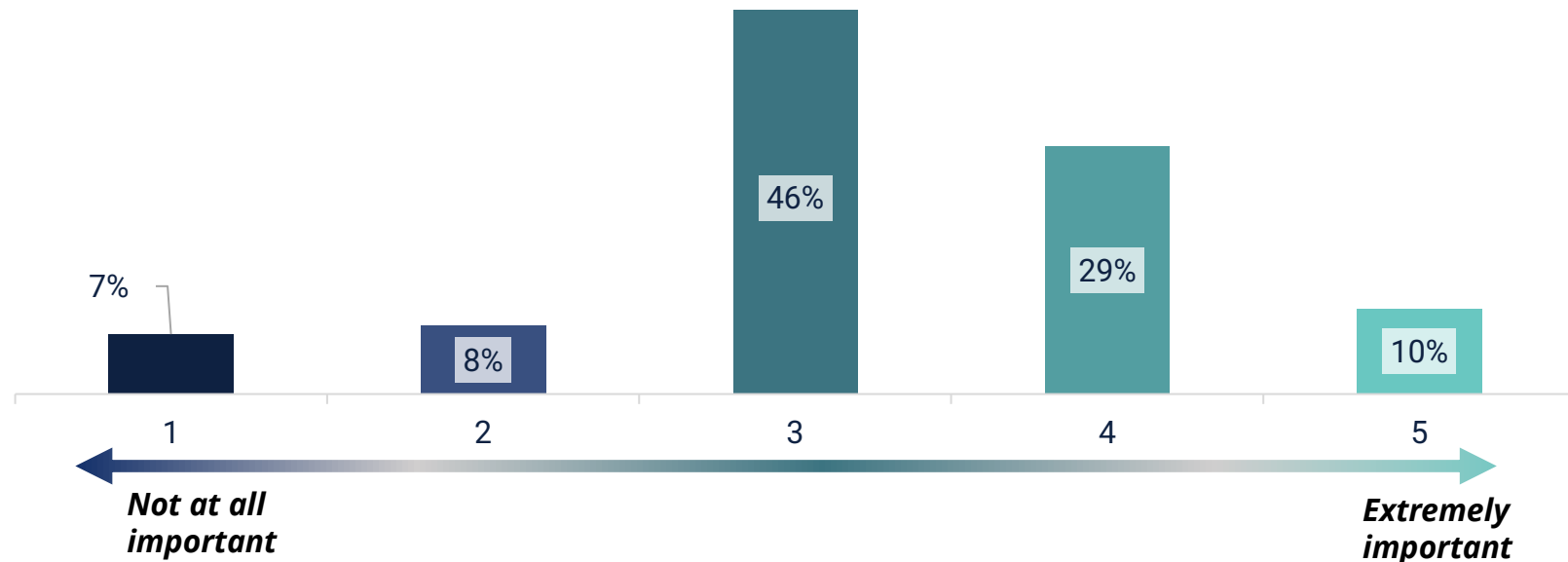


Respondents are most enthusiastic to add logging to better manage their telemetry data and gain a more complete picture of system performance and behavior.

How important is being able to easily add/switch data destinations or integrate new data sources?

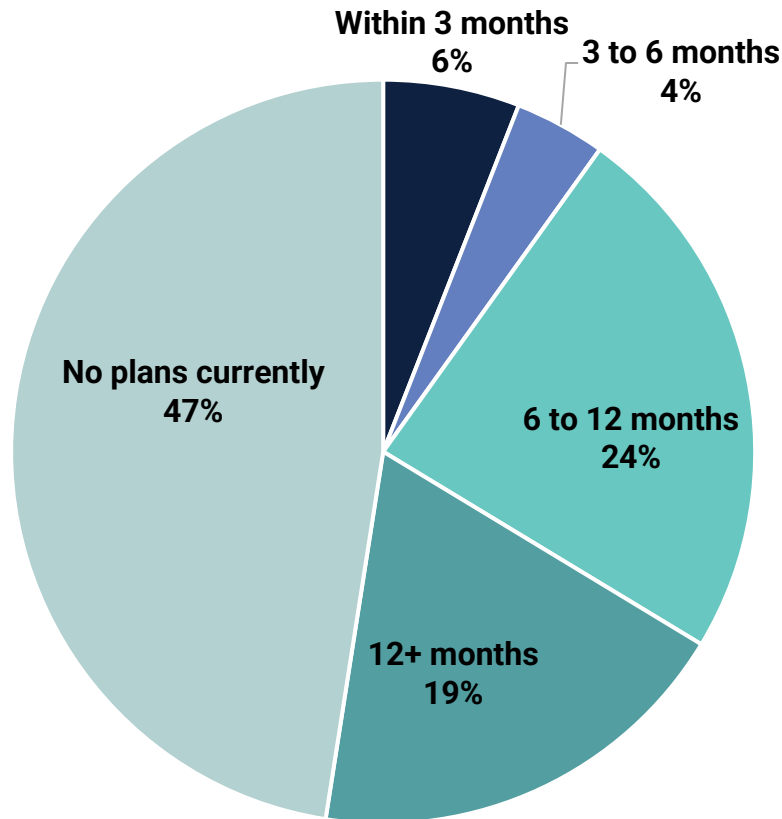
(Rate 1 to 5: 1 = Not at all important, 5 = Extremely important)

All but 15% of respondents consider it important to be able to transfer data to new destinations or incorporate new data sources into their systems.



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When do you plan to incorporate telemetry pipeline into your platform?

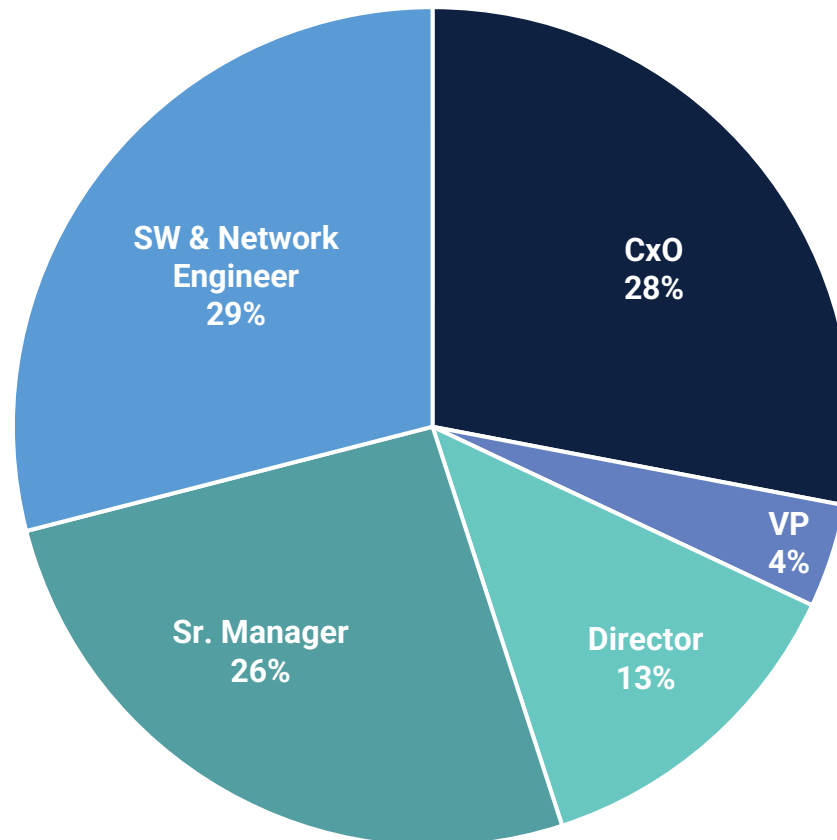


Incorporating a telemetry pipeline to their platform is in the works, say 53%, with 34% planning to do so within the year.

JOB LEVEL



45% of respondents to this survey hold executive or director-level positions in their organization.





About the Company

Mezmo helps organizations to unlock the value of their telemetry data.

Mezmo's platform helps collect, transform, and route telemetry data to control costs and drive actionability.

[Learn more at mezmo.com](https://mezmo.com)